LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
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Success Proves Taste.

'Enriched Flavor' cigarette attracting large numbers of high tar smokers.

Low tar MERIT continues to gain momentum with hard-to-please smokers of higher tar cigarettes.

The reason:

After 12 years of research with tobacco, scientists were able to isolate certain flavor-rich ingredients that deliver taste way out of proportion to tar.

The result: 'Enriched Flavor' tobacco. Perhaps the first major breakthrough in cigarette smoking in 20 years. And now high tar smokers are verifying it.

In fact, 75% of all MERIT smokers are former high tar smokers—the toughest taste critics of low tar smoking.

Further evidence comes from extensive taste testing involving thousands of smokers.

Taste-Test Proof

MERIT and MERIT 100's were tested against a number of higher tar brands. The results:

Overall, smokers reported they liked the taste of MERIT and MERIT 100's as much as the taste of the higher tar cigarettes tested.

Cigarettes having up to 60% more tar!

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Kings: 8 mg "tar," 0.8 mg nicotine av. per cigarette, FTC Report Aug.'77
100's: 11 mg "tar," 0.8 mg nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Only one cigarette has 'Enriched Flavor' tobacco. And you can taste it.

MERIT
Kings & 100's

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